

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method for advertising services or goods by means of enhanced video programming comprising:

populating a query database with button faces;
obtaining video programming for enhancement;
identifying attachment points within the video programming for enhancement;
associating button faces from selected queries with each attachment point;
recording the video programming with associated attachment points on
suitable medium;
developing content sets associated with each button face and associated
attachment point;
storing content sets in association with each button face and associated
attachment point in an enhancement database;
retrieving content sets upon viewer activation of associated button face at
associated attachment point;
compiling retrieved content sets into e-magazines; and
e-mailing compiled e-magazines to viewer.

2. The method of Claim 1 wherein the term button faces comprises logos of potential advertisers.

3. The method of Claim 1 wherein the term button faces comprises graphics depicting categories of queries.

4. The method of Claim 1 wherein the term button faces comprises masks with both logos of potential advertisers and categories of queries.

5. The method of Claim 4 wherein the masks are interactive menus.

6. The method of Claim 1 wherein recording comprises placing information at an addressable site on the internet and recording an address for the addressable site with the attachment point.

7. A system for advertising services or goods by enhanced video programming comprising:

a system for pre-production comprising:

a programming source comprising video programming itself
comprising a series of attachment points;
a trigger database;
a computer communicatively linked to the programming source and
the trigger database; and
a computer software product for associating triggers stored in the
trigger database with the attachment points;
a system for viewing comprising:
means of communicating the video programming and attachment
points to the advanced set top box; and
an advanced set top box communicatively linked to the trigger
database comprising:
means of receiving the video programming and attachment
points;
means of generating a television-viewable signal based upon
video programming and attachment points;
means of receiving viewer requests based upon the
television-viewable signal; and
means of transmitting the viewer requests to an enhancement
server;
a system for production comprising:
a content database containing magazine content associated with
triggers contained in the trigger database;
means of communicating with the trigger database; and
the enhancement server for:
receiving communicated requests of the viewer;
translating communicated requests of the viewer based upon
the associations stored in the trigger database;
retrieving content according to the triggers associated with the
viewer request;
compiling an e-magazine based upon the retrieved content; and
e-mailing the compiled e-magazine to the viewer.